

Aside from the obvious detriment to public discourse that will be the result of further consolidation of media ownership, the proposal to allow large media companies to own broadcast stations and newspapers in the same market will do even further damage to small businesses in metropolitan areas where lack of competition between commonly owned broadcast media outlets has already driven up the cost of advertising.

As a local media buyer with clients in several of the major metropolitan markets, I can attest to the essential price-fixing that occurs when one media company owns nominally competing outlets. The only real competition is between sales representatives working at different stations, but generating revenue for common management; they are forced to compete with each other to keep their jobs.

Does the FCC now believe that it has no stewardship requirement to look after the uses of a valuable national resource, the airwaves, that has been leased virtually free to ever more voracious internationally owned businesses?

I can see no discernable benefit to average Americans, whether you describe them as citizens or consumers, from the disappearance of locally owned and locally responsible media. It is the FCC's responsibility to see that local and diverse ownership is maintained, not destroyed.